What Is Claimed Is:

A net game system for playing a game with the aim of achieving a
predetermined goal of the game, said game being played, via monitor-equipped
data terminals operated by member players, in a game space provided on a game
server, while in communication with the game server on a network, said system
comprising:

recruiting information generating means for generating, upon receipt from a member player of referral information specifying a mail address of a data terminal of a non-member player, recruiting information including information specifying the member player;

enrollment processing means for performing enrollment processing upon receiving application information from said non-member player in response to recruiting information sent to the mail address of said non-member; and

advantage conferring means for conferring to the referring member player advantages useful in achieving the goal in the game.

- The net game system according to claim 1, wherein said referral information includes the mail address of the data terminal of the non-member.
- The net game system according to claim 1, further comprising report generating means for generating a report informing the referring member player that the non-member referred by him or her has enrolled.

- 4. The net game system according to claim 1, wherein the goal of said game is for a score accumulated in the course of game play to reach a predetermined value, and said advantage conferring means gives addition of a predetermined score to the member player.
- 5. The net game system according to claim 1, wherein the game space created on said game server is interior of a virtual company, and said game is a character-training game in which virtual employees associated with data terminals are trained, aiming at becoming president of said virtual company.
- 6. The net game system according to claim 5, wherein said game server comprises:
- question generating means for generating a predetermined number of question sessions, said sessions being shown at predetermined intervals on data terminal monitors:

transmitting/receiving means for transmitting a generated question to a data terminal and for receiving from a data terminal response data in response to the question shown on the data terminal monitor;

a parameter storage portion for storing said response data in association with increment/decrement parameter value required for character-training;

a personal data storage portion for storing at least a parameter value updatable with reference to information that identifies an employee; and character-training processing means for adding to a current parameter value said increment/decrement parameter value determined from the content of response data to a question, storing the result in said personal data storage portion for each virtual employee, and on the basis of this parameter value, performing a process to promote or demote within the virtual company the virtual employee associated with said data terminal.

- 7. The net game system according to claim 6, further comprising game play processing means allowing a player to select any of a plurality of game modes, wherein said parameter storage portion has increment/decrement parameter values set for the respective different game modes.
- The net game system according to claim 5, wherein said question generating means poses a predetermined question when accessed from a data terminal.
- 9. A net game play processing method for proceeding a game with the aim of achieving a predetermined goal of the game, said game being played, via monitor-equipped data terminals operated by member players, in a game space provided on a game server, while in communication with said game server on a network, said method comprising the steps of:

generating recruiting information including information specifying a member player, in the event that said game server receives from said member

player referral information specifying a mail address of a data terminal of a nonmember player;

performing enrollment processing upon receiving application information from said non-member player in response to the recruiting information sent to the mail address of said non-member; and

conferring to the referring member player advantages useful in achieving the goal in the game.

- 10. The net game play processing method according to claim 9, wherein said referral information includes the mail address of the data terminal of the non-member.
- 11. The net game play processing method according to claim 9, wherein a report informing the referring member player that a non-member referred by him or her has enrolled is generated and sent to the referring member player.
- 12. The net game play processing method according to claim 9, wherein the goal of said game is for a score accumulated in the course of game play to reach a predetermined value, and said useful advantage is addition of a predetermined score to the member player.
- 13. A computer-readable storage medium for storing a net game play processing program for playing a game with the aim of achieving a predetermined goal of the game, said game being played, via monitor-equipped data terminals

operated by member players, in a game space provided on a game server, while in communication with said game server on a network, said net game play processing program comprising the steps of:

generating recruiting information including information specifying a member player, in the event that said game server receives from said member player referral information specifying the mail address of the data terminal of a non-member player;

performing enrollment processing upon receiving application information from said non-member player in response to recruiting information sent to the mail address of said non-member; and

conferring to the referring member player advantages useful in achieving the goal in the game.

- 14. The computer-readable storage medium for storing a net game play program according to claim 13, wherein said referral information includes the mail address of the data terminal of the non-member.
- 15. The computer-readable storage medium for storing a net game play program according to claim 13, wherein a report informing the referring member player that a non-member referred by him or her has enrolled is generated and sent to the referring member player.
- The computer-readable storage medium for storing a net game play program according to claim 13, wherein the goal of said game is for a score

accumulated in the course of game play to reach a predetermined value, and said useful advantage is addition of a predetermined score to the member player.